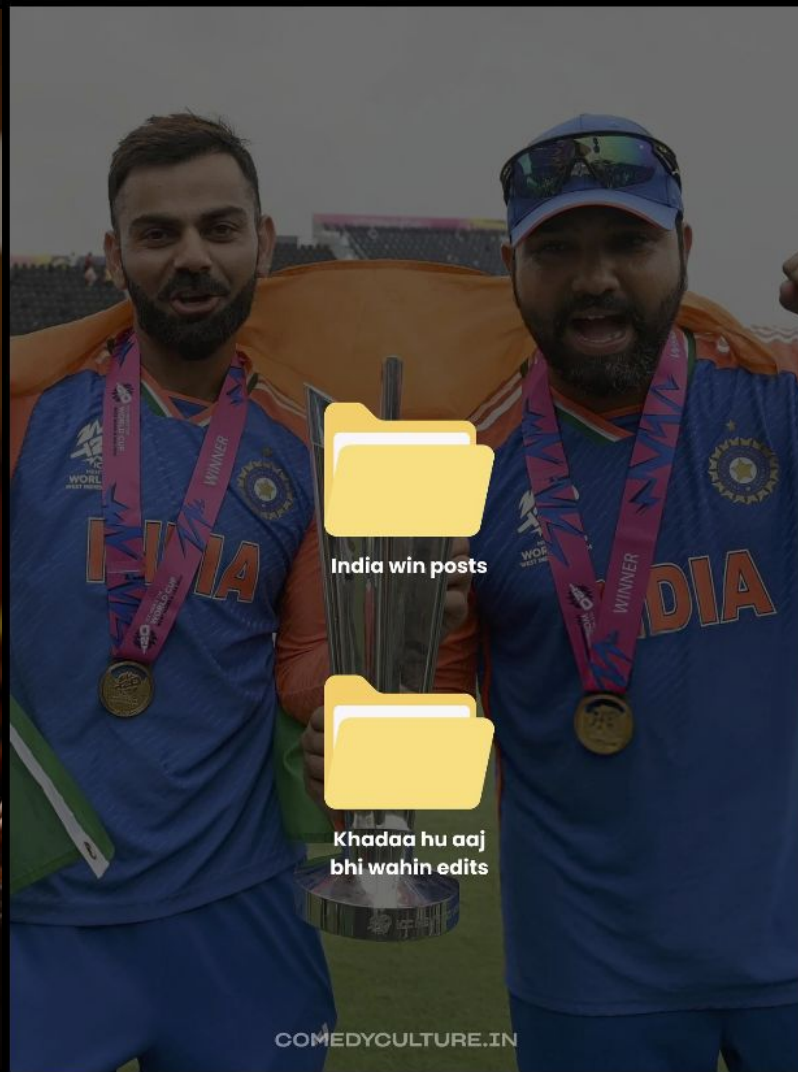




# Consumers Have Changed Their Way Of Consuming Content From Long Format To Short Format.





**Lead To A  
Huge Increase  
In Economy  
Of Influencers  
and  
Community  
Pages**

People are increasingly consuming short-form content, driven by platforms like Tik Tok and YouTube Shorts, with statistics showing a significant shift in engagement and preference for concise, engaging videos over longer formats.

**Here's a breakdown of the shift towards short-form content:**

- Short-form videos get 2.5 times more engagement than long-form videos.
- 73% of consumers prefer watching short-form videos to learn about a product or service.
- 56% of videos created by businesses are now under 2 minutes.
- Videos under 90 seconds have a 50% viewer retention rate.
- 66% of viewers will watch the entirety of a video if it's less than 60 seconds long.
- 72% of consumers say they prefer watching videos over text when learning about products.
- 81% of consumers want to see more micro content from brands in 2025.

## Reasons for the Shift:

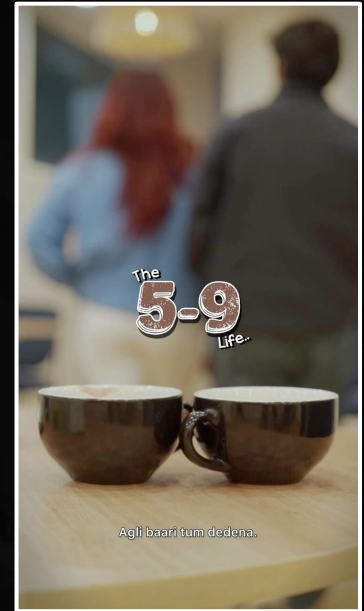
- **Attention Spans:** Modern audiences have shorter attention spans, making short-form content more appealing.
- **Mobile Consumption:** The majority of content consumption happens on mobile devices, where short-form content is easily consumed.
- **Ease of Creation:** Short-form content is easier and faster to create and share, making it more accessible to a wider audience.



# Platforms That **Revolutionized** Content Consumption



## Examples Of Short Format Content:



With The Rise Of **User-Generated Content** Came Trends And Increase In **Short-Form Content** Made Instagram One Of The **Biggest Search Engines** For UGC And **Community Building**. And With New Trends Come New Opportunities.

**WE ARE**



**sociohub**



SINCE  
2020

5000+  
MEME CAMPAIGNS

1000+  
SONGS PROMOTED

100+  
BRANDS SERVICED

1000+  
INFLUENCER CAMPAIGNS

500+  
MOVIE MARKETED

50+  
CELEBRITY MANAGED

**We Build Communities!**

**Our Communities Make Trends!**

**With Influencers Outreach We Amplify Those Trends!**

## Trends Created By Us



# Our Trends Used By Brands





## Trends Tailored For Brands



The Core Purpose Of Social Media Is To **Build Communities** And **Connect With People**, Enabling Brands To Create An Unbreakable Bond With Their Audience And Turn Them Into **Loyal Customers**.

# How Do We Do It?

Establish **D**ialogue

Create **R**elatable Content

Build **A**uthenticity

**G**ive Value

Accept **O**pinions

Cater To A **N**iche

Using The **DRAGON Technique**, We Curate Community Content That Helps  
Brands **Connect With People** As Individuals Rather Than As A Company!



## Why Do We Know How To Make Or Break Trends?

Answer is because we own biggest digital network in India. PS - We do not manage it exclusively, these are 100% owned by Sociohub Media.

150+  
Owned Community  
Pages

200M+  
Follower Base

10B+  
Avg. Monthly  
Views

70M-100M+  
Avg. Monthly Likes


## Our Biggest Community Pages

comedyculture.in

Following

Message

...



12,463 posts

4.6M followers

37 following

Comedyculture.in™

News & media website

Kaafi comedy, kaafi relatable!+

Credit / Removal - yajinn@comedyculture.in

Following all the T&C & guidelines of... more

yt.openinapp.co/p3dy3

Views

1.5B

>

Interactions

120.3M

>

Total followers

4.6M


>

indians

Following

Message

...



2,860 posts

3M followers

11 following

INDIANS | INDIA | BHARAT

@indians

Of the people , By the people, For the people

Mailteamindians@gmail.com

Views

869.7M

>

Interactions

67.2M


>


New followers



400240

>

## Our Biggest Community Pages





glamsham 




Following  Message 

34,722 posts 527K followers 600 following

GLAMSHAM.COM

 glamsham

News & media website  
| Est. 1999 | India's First Infotainment Portal |  
Latest News | Movie Reviews | Celebrity Buzz | Fashion | Music... more  
 taplink.cc/glamsham.com

Views	 64.6Cr >
Interactions	 4.2Cr >
New followers	 111714 >



thetrendingindian

Following  Message 

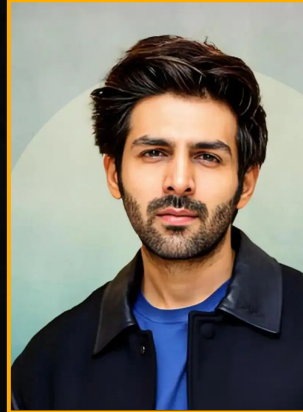
12,812 posts 1M followers 0 following

The Trending Indian   
News & media website  
If you see it here, It's trending in #india   
Following all the T&C & guidelines of Instagram

Views	 211.8M >
Interactions	 9.6M >
New followers	 35409 >



# CELEBRITIES



## SERVICES WE OFFER



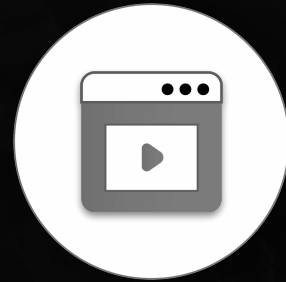
**SOCIAL MEDIA**



**INFLUENCERS &  
BRAND  
INTEGRATIONS**



**Instagram  
Community  
Pages**



**CONTENT  
PRODUCTION**

## SECTORS WE CATER TO:



**Finance**



**FMCG**



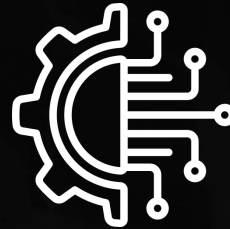
**Media &  
Entertainment**



**Real Estate**



**Beauty & Lifestyle**



**Tech**



**Food & Beverage**

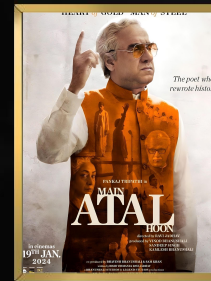
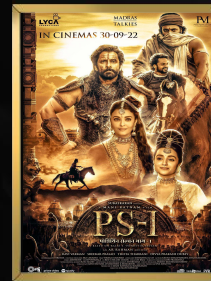
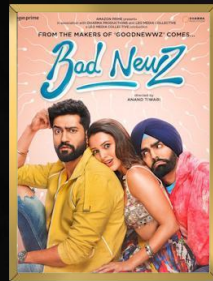
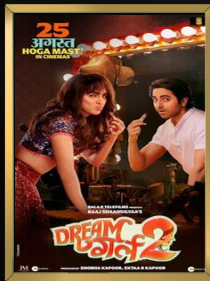
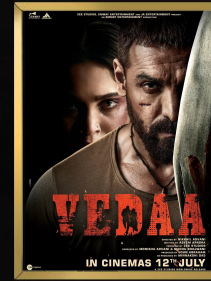
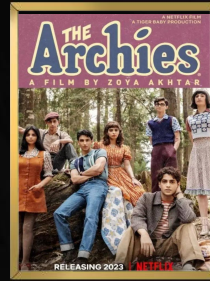
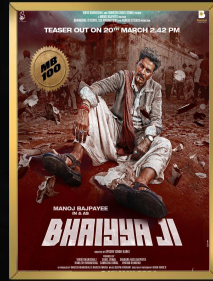
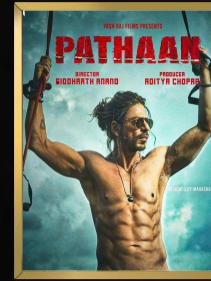
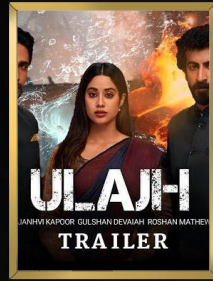
## BRANDS WE WORK FOR:



# BRANDS WE WORK FOR:



# MOVIES PROMOTED





# MOVIES PROMOTED





## COLLABORATIONS WITH



Meta Business Partners



Google Partner



Tik Tok

90%

Control Over Instagram Pages Market

10000+

Influencer Database

100+

BRANDS SERVICED

100M+

Owned Follower Base On Instagram

500+

Entertainment Projects

25+

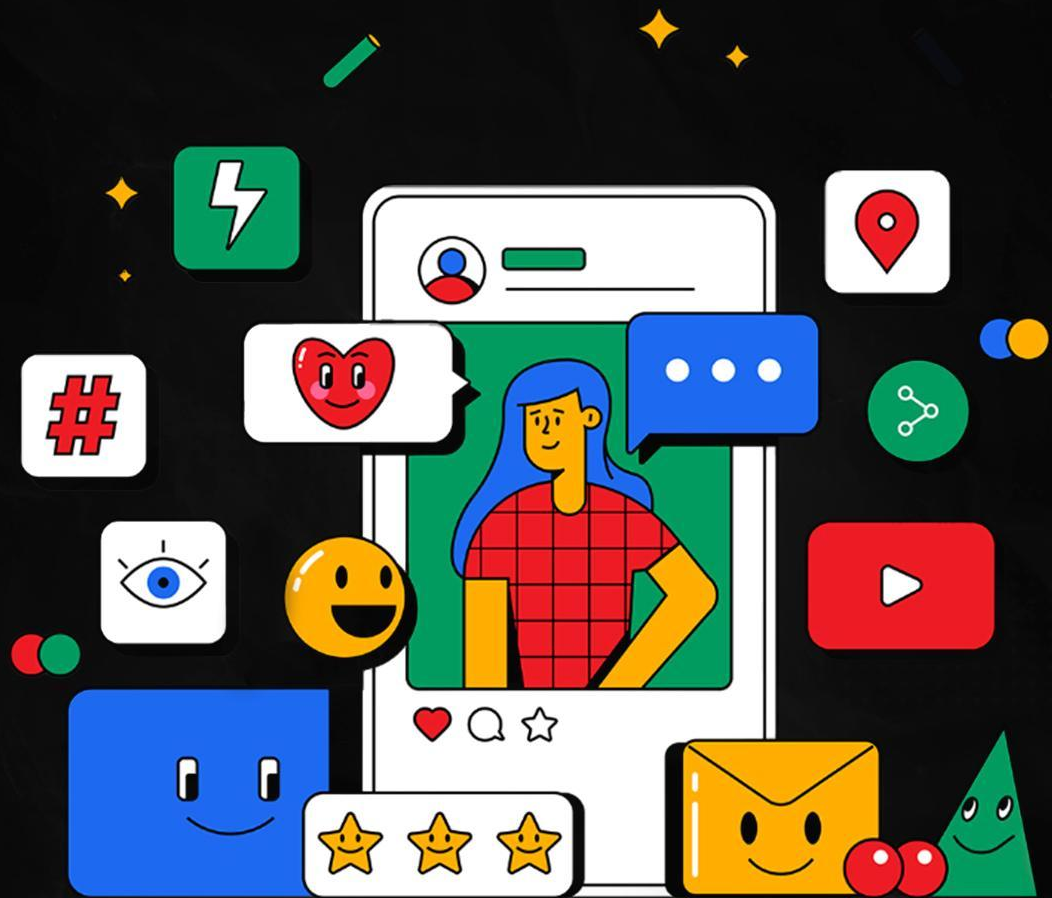
Brands Serviced as P1 Agency

**You Don't Believe Us?**  
**Here's The Proof!**

# PAST CAMPAIGNS

(SOCIAL + MEMES + INFLUENCERS + RETAINERS)

# SOCIAL MEDIA




## Key Achievements in MX Player's Social Media Growth:

Followers - 742K → 1M+

Average Likes - 5K → 10K+

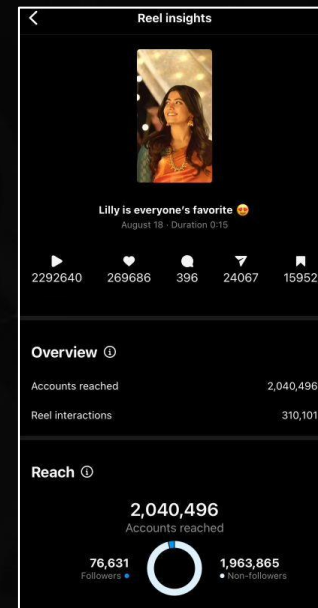
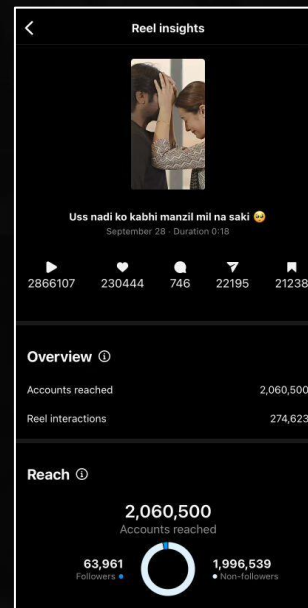
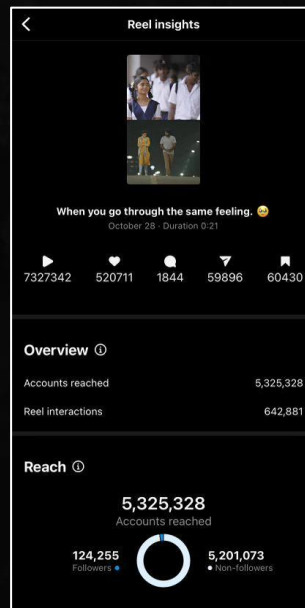
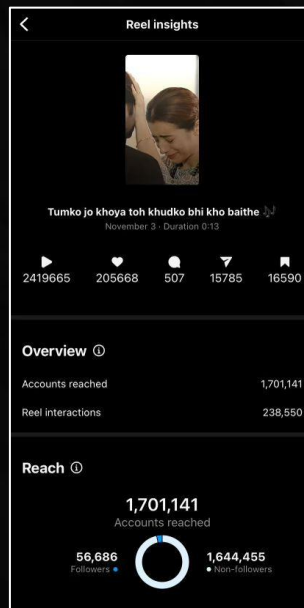
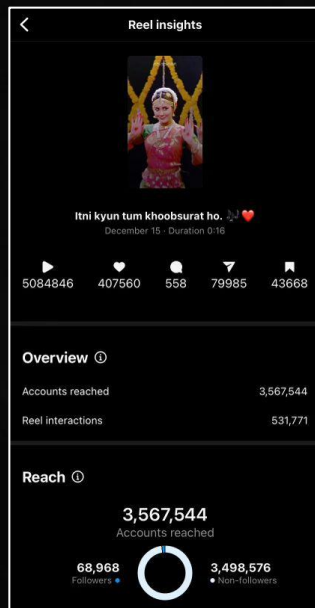
Video Views - 15K → 50K+

Reach- 3m → 30m+

 **Optimized Strategy:** Achieved success through **daily content creation, data tracking, backend optimization, and viral content strategy.**



# Optimised Data Driven Content







# INFLUENCERS

**Client:-** Schweppes

**Objective:-**

The brand aimed to elevate its presence and drive engagement across social media platforms through a strategic influencer marketing campaign.

**Numbers:-**

**Total Reach- 47m+**

**Total Views- 51m+**

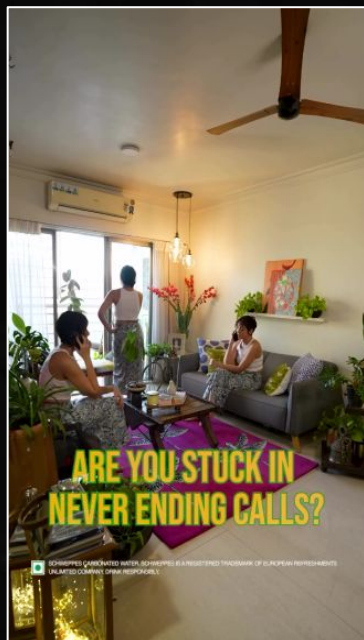
*Indian*  
**TONIC WATER**  
contains quinine

**Schweppes®**



CARBONATED WATER





**Client:-** Coke x Mahakumbh

**Objective:-**

Coca-Cola aimed to establish a strong brand presence at Mahakumbh Mela 2025, one of the world's largest religious gatherings, by integrating itself into the cultural and consumer experience. The goal was to organically engage millions of visitors, enhance brand recall, and showcase Coca-Cola's commitment to sustainability and innovation through experiential marketing.

**Numbers:-**

**Total Reach- 5.5m+**

**Total Views- 2.8m+**



**X**

**Mahakumbh**





**Client:-** Thumbs Up x ICC

**Objective:-**

Thumbs Up, in partnership with the International Cricket Council (ICC), launched a special edition campaign to ignite cricket fever and reward loyal fans during the ICC T20 Champions Trophy 2024. The primary objectives were to create buzz across pre-tournament, during, and post-tournament phases by leveraging interactive and real-time content.

**Numbers:-**

**Total Reach- 91m+**

**Total Views- 99m+**







# MEME AMPLIFICATION



**Client:-**

Oreo

**Objective:-**

To amplify Oreo's DVC Featuring MS Dhoni on world cup 2023

**Engagement- 1.8m+**

**Views- 7m+**










 **MS Dhoni**  5h · 

Maine bola [#OreoBolaMatBol](#) aur aapne sun liya, is liye aaj hum yahan hai.... See more







  25K 1K comments • 311 shares • 87K views

 **naughtyworld**  · [Follow](#) 





 **naughtyworld**  26w What do you think it is ?  

[#OreoBolaMatBol](#) [#dhoni](#) [#ict](#)






 **sammyyyaar\_18** 26w Sahi bola mahi bhai   





1 like Reply See translation

— View all 1 replies

 **siyapa\_queen\_999** 26w Nazar lag jate hai bar bar bolane se   

29 likes Reply See translation

 **vivek\_pandey28** 26w Isko Bola Dhudh Peeke Aram Kare Ghar Me    

53,969 likes  
November 15, 2023



**Client:** Zee 5 (Bandaa)

**Objective:**

The objective was to promote the movie on an OTT platform, which includes 360-degree activity in digital Marketing.

**Numbers:**

**Total Engagement - 20m+**

**Total Views- 70m+**





**Client:-**

Durex

**Objective:-**

To amplify the launch of new Durex Products

**Numbers:-**

**Engagement- 500k+**

**Views- 3.7m+**







**Client:** Zee 5 (Mrs.)

**Objective:**

Aimed to create strong pre-release buzz and sustained post-release engagement for the film Mrs and leverage digital amplification strategies to drive conversations, anticipation, and viewership.

**Numbers:**

**Total Engagement- 5.2m+**

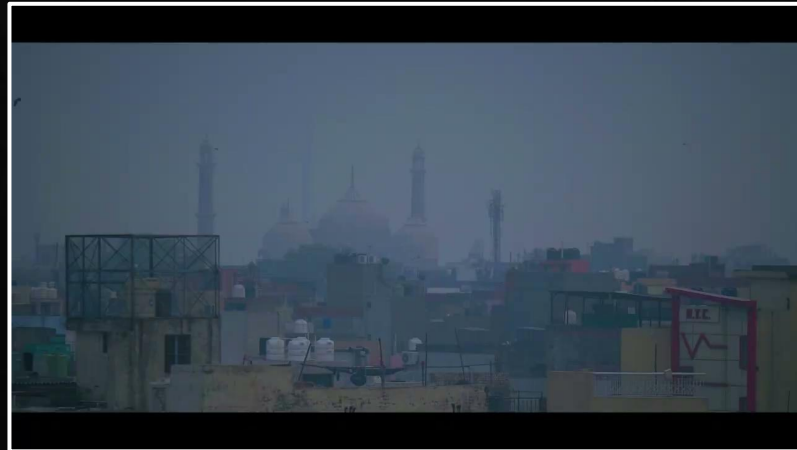
**Total Views- 120m+**





At Sociohub Studios, we are dedicated to delivering top-notch video content that is both creative and high-quality. As a video-first company, we have a strong focus on delivering visually rich experiences and concept-driven solutions that meet the needs of each and every client.

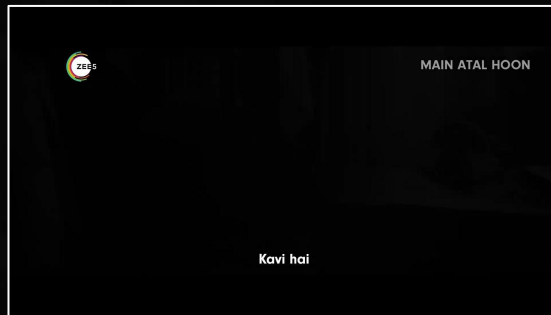
Our expertise in visual storytelling spans a wide range of mediums, including animation, motion graphics, corporate films, animated explainer videos, and branded content. We excel in transforming our clients' ideas into captivating visual stories that resonate with their target audience and leave a lasting impression.

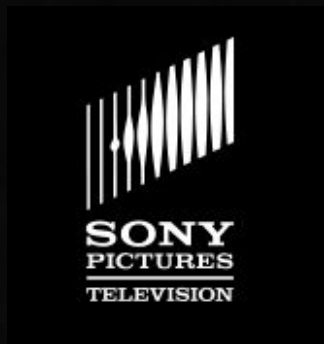






# MAIN ATAL HOON







# SOCIOHUB STUDIOS SHOWREEL:



## Additional Services We Offer



**PERFORMANCE**



**TECH  
INNOVATION**



**WEBSITE & APP**



**BRANDING &  
DESIGN**

**We Can Do  
The Same For You!**

# Let's Connect!